



FILA ANNOUNCES CLOTHING AND FOOTWEAR PARTNERSHIP WITH SONY ERICSSON CHAMPIONSHIPS

Iconic Italian sportswear brand, Fila, has signed a new deal as the official tennis clothing and footwear partner of the 2009 Sony Ericsson Championships - Doha.

Taking place in Qatar from October 27th – 1st November, the Championships is the year-end event for the Sony Ericsson WTA Tour. The top 8 singles players and top 4 doubles teams in the world compete over six days, with a prize fund totalling \$4.55 million.

As official shoe and apparel partner, Fila has created a bespoke range for the event. Incorporating the tournament's strong purple and green theme, the designs are based on Vintage pieces from the legendary Fila archive of the 70's and 80's. The collection will be seen on all court officials, ball crew and on site staff.

“Fila is a fantastic brand and we are thrilled that they will be the official tennis clothing and footwear partner of the Sony Ericsson Championships – 2009 in Doha,”
said Stacey Allaster, CEO of the Sony Ericsson WTA Tour.

Fila has a long and distinguished history in the world of tennis. The company has endorsement agreements with several Sony Ericsson WTA Tour and ATP Tour athletes. Fila is the official footwear licensee of The Championships, Wimbledon, along with being a major sponsor of The Sony Ericsson Open (Miami), The BNP Paribas Open (Indian wells), and the Campbell's Hall of Fame Tennis Championships.

“Fila are delighted to be partnering with the Sony Ericsson Championships”, said Rajiv Batra, Group CEO. *“Fila continues to invest heavily in tennis, as we have done over the last 35 years, and we are very proud to be associated with one of the highlights of the Sony Ericsson WTA Tour calendar.”*

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